

<u>Contract / Revision</u>	<u>Alt Order #</u>
881861 /	06032868

<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 02/29/12 - 03/06/12		<u>Estimate #</u> 87
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 03/02/12 / 03/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

American Rambler  
138 Conant Street  
Beverly, MA 02494

*ad 21,670*

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	03/05/12	03/06/12	5-530p M-F news	5-530p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	11-----				2	\$375.00			
2	WLWT	02/29/12	03/02/12	5-530p M-F news	5-530p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$375.00			
3	WLWT	02/29/12	03/02/12	530-6p M-F news	530-6p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$375.00			
4	WLWT	03/05/12	03/06/12	530-6p M-F news	530-6p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	11-----				2	\$375.00			
5	WLWT	02/29/12	03/02/12	6-630p M-F news	6-630p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$475.00			
6	WLWT	03/05/12	03/05/12	6-630p M-F news	6-630p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	1-----				1	\$475.00			
7	WLWT	02/29/12	03/01/12	7-730p	7-730p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WT---				2	\$500.00			
8	WLWT	03/05/12	03/05/12	7-730p	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	1-----				1	\$500.00			
9	WLWT	02/29/12	03/02/12	11-1135p M-Su	11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$800.00			
10	WLWT	03/05/12	03/05/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	1-----				1	\$800.00			
11	WLWT	03/03/12	03/03/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

Contract / Revision	Alt Order #
881861 /	06032868

Contract Dates	Product	Estimate #
02/29/12 - 03/06/12	ROMNEY FOR PRESID	87

Advertiser	Original Date / Revision
Romney/R/President	03/02/12 / 03/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----2-				2	\$300.00			
12	WLWT	03/03/12	03/03/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$350.00			
13	WLWT	03/03/12	03/03/12	Sa10-11p	Sa10-11p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$600.00			
14	WLWT	03/03/12	03/03/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$800.00			
15	WLWT	03/04/12	03/04/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$400.00			
16	WLWT	03/04/12	03/04/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$300.00			
17	WLWT	03/04/12	03/04/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$500.00			
18	WLWT	03/04/12	03/04/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1				1	\$800.00			
19	WLWT	03/05/12	03/06/12	6-7a news	6-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2	\$350.00			
20	WLWT	02/29/12	03/02/12	6-7a news	6-7a		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$350.00			
21	WLWT	03/05/12	03/06/12	NBC Today Show	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				4	\$400.00			
22	WLWT	02/29/12	03/02/12	NBC Today Show	7-9a		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				6	\$400.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		4	WLWT	02/27/12-03/04/12	NBC Today Show	7-9a	---WThF----	:30	<del>\$400.00</del>	NM		
		Credited										
23	WLWT	03/05/12	03/06/12	12-1230p M-F news	12-1230p		:30			NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2	\$160.00			
24	WLWT	02/29/12	03/02/12	12-1230p M-F news	12-1230p		:30			NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	--WTF--				3	\$160.00			
25	WLWT	03/03/12	03/03/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$275.00			
26	WLWT	03/03/12	03/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

Contract / Revision	Alt Order #
881861 /	06032868

Contract Dates	Product	Estimate #
02/29/12 - 03/06/12	ROMNEY FOR PRESID	87

Advertiser	Original Date / Revision
Romney/R/President	03/02/12 / 03/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----1-				1	\$135.00			
N 27	WLWT	03/01/12	03/02/12	NBC Today Show	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	---TF--				1	\$400.00			
N 28	WLWT	03/05/12	03/06/12	5-6a news	5-6a		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				6	\$100.00			
N 29	WLWT	03/05/12	03/06/12	6-7a news	6-7a		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				4	\$375.00			
N 30	WLWT	03/05/12	03/06/12	NBC Today Show	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2	\$400.00			
N 31	WLWT	03/05/12	03/06/12	NBC Today Show II	9-10a		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				4				
N 32	WLWT	03/05/12	03/06/12	NBC Today Show III	10-11a		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				4				
N 33	WLWT	03/05/12	03/06/12	12-1230p M-F news	12-1230p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				1				
N 34	WLWT	03/05/12	03/06/12	1230-1p	1230-1p		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2				
N 35	WLWT	03/05/12	03/06/12	Days of Our Lives	1-2p		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2				
N 36	WLWT	03/05/12	03/06/12	2-3p	2-3p		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2				
N 37	WLWT	03/05/12	03/06/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2				
N 38	WLWT	03/05/12	03/06/12	DR OZ EF	4PM-5PM		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				2				
N 39	WLWT	03/05/12	03/06/12	5-530p M-F news	5-530p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				1				
N 40	WLWT	03/05/12	03/06/12	530-6p M-F news	530-6p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	MT-----				1				
N 41	WLWT	03/05/12	03/05/12	6-630p M-F news	6-630p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				1				
N 42	WLWT	03/05/12	03/05/12	7-730p	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
881861 /	06032868

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/29/12 - 03/06/12	ROMNEY FOR PRESID	87

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/President	03/02/12 / 03/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				1	\$500.00			
N 43	WLWT	03/05/12	03/05/12	730-8p	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				2	\$500.00			
N 44	WLWT	03/03/12	03/04/12	11-1135p M-Su	11-1135p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----SS				2	\$800.00			
N 45	WLWT	03/05/12	03/05/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				1	\$800.00			
N 46	WLWT	03/05/12	03/05/12	NBC Tonight Show	1135-1237a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				2	\$300.00			
N 47	WLWT	03/03/12	03/04/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$300.00			
N 48	WLWT	03/03/12	03/04/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$135.00			
N 49	WLWT	03/03/12	03/03/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$350.00			
N 50	WLWT	03/04/12	03/04/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$350.00			
N 51	WLWT	03/03/12	03/03/12	NBC Saturday Night Live	NBC Saturday Nigt		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$625.00			
N 52	WLWT	03/04/12	03/04/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$400.00			
N 53	WLWT	03/04/12	03/04/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				2	\$300.00			
N 54	WLWT	03/03/12	03/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$500.00			
N 55	WLWT	03/05/12	03/05/12	M10-11p	M10-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	M-----				1	\$1,200.00			
N 56	WLWT	03/03/12	03/03/12	Sa8-9p	Sa8-9p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$150.00			
N 57	WLWT	03/03/12	03/03/12	Sa9-10p	Sa9-10p		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$165.00			
N 58	WLWT	03/03/12	03/03/12	Sa10-11p	Sa10-11p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

Contract / Revision		Alt Order #
881861 /		06032868
Contract Dates	Product	Estimate #
02/29/12 - 03/06/12	ROMNEY FOR PRESID	87
Advertiser		Original Date / Revision
Romney/R/President		03/02/12 / 03/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$600.00			
N 59	WLWT	03/04/12	03/04/12	Su7-8p	Su7-8p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$225.00			
N 60	WLWT	03/03/12	03/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				5	\$275.00			
Totals											117	\$43,330.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/06/12	117	\$43,330.00	\$36,830.50
Totals	117	\$43,330.00	\$36,830.50

1660  
 1751  
 18,419.50  
 36,830.50 ✓

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## CONTRACT



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

And:

**American Rambler**  
**138 Conant Street**  
**Beverly, MA 02494**

<b>Contract / Revision</b> 880078 /		<b>Alt Order #</b> 06029314
<b>Product</b> ROMNEY FOR PRESIDENT		
<b>Contract Dates</b> 02/24/12 - 02/28/12		<b>Estimate #</b> 83
<b>Advertiser</b> Romney/R/President		<b>Original Date / Revision</b> 02/23/12 / 02/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WLWT	<b>Account Executive</b> Mica Hansen	<b>Sales Office</b> HRP -Washington
<b>Special Handling</b>		
<b>Demographic</b> Adults 25+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*170 spots*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	02/24/12	02/24/12	6-7a news	6-7a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$350.00			
N 2	WLWT	02/27/12	02/28/12	6-7a news	6-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$350.00			
N 3	WLWT	02/24/12	02/24/12	NBC Today Show	7-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$400.00			
N 4	WLWT	02/24/12	02/24/12	NBC Today Show II	9-10a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$250.00			
N 5	WLWT	02/27/12	02/28/12	NBC Today Show II	9-10a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$250.00			
N 6	WLWT	02/24/12	02/24/12	12-1230p M-F news	12-1230p		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$25.00			
N 7	WLWT	02/27/12	02/28/12	12-1230p M-F news	12-1230p		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$25.00			
N 8	WLWT	02/24/12	02/24/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$45.00			
N 9	WLWT	02/27/12	02/28/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$60.00			
N 10	WLWT	02/24/12	02/24/12	5-530p M-F news	5-530p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$375.00			
N 11	WLWT	02/27/12	02/28/12	5-530p M-F news	5-530p		:30			NM	2	\$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

<u>Contract / Revision</u> 880078 /		<u>Alt Order #</u> 06029314
<u>Contract Dates</u> 02/24/12 - 02/28/12	<u>Product</u> ROMNEY FOR PRESID	<u>Estimate #</u> 83
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 02/23/12 / 02/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$375.00			
N 12	WLWT	02/24/12	02/24/12	530-6p M-F news	530-6p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$375.00			
N 13	WLWT	02/27/12	02/28/12	530-6p M-F news	530-6p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$375.00			
N 14	WLWT	02/24/12	02/24/12	6-630p M-F news	6-630p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$475.00			
N 15	WLWT	02/27/12	02/28/12	6-630p M-F news	6-630p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$475.00			
N 16	WLWT	02/27/12	02/28/12	7-730p	7-730p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$500.00			
N 17	WLWT	02/24/12	02/24/12	7-730p	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$500.00			
N 18	WLWT	02/24/12	02/24/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----1--				1	\$800.00			
N 19	WLWT	02/27/12	02/28/12	11-1135p M-Su	11-1135p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	MT-----				2	\$800.00			
N 20	WLWT	02/25/12	02/25/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$55.00			
N 21	WLWT	02/25/12	02/25/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----2-				2	\$300.00			
N 22	WLWT	02/25/12	02/25/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$110.00			
N 23	WLWT	02/25/12	02/25/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$350.00			
N 24	WLWT	02/25/12	02/25/12	Sa9-10p	Sa9-10p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$600.00			
N 25	WLWT	02/25/12	02/25/12	Sa10-11p	Sa10-11p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$600.00			
N 26	WLWT	02/25/12	02/25/12	11-1135p M-Su	11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1-				1	\$800.00			
N 27	WLWT	02/26/12	02/26/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.





**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

Contract / Revision		Alt Order #
880078 /		06029314
Contract Dates		Product
02/24/12 - 02/28/12		ROMNEY FOR PRESID
Advertiser		Estimate #
Romney/R/President		83
Original Date / Revision		
02/23/12 / 02/23/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Am
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----1				1	\$400.00			
N 28	WLWT	02/26/12	02/26/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$3
Week:		02/20/12	02/26/12	-----1				1	\$300.00			
N 29	WLWT	02/26/12	02/26/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$5
Week:		02/20/12	02/26/12	-----1				1	\$500.00			
N 30	WLWT	02/26/12	02/26/12	11-1135p M-Su	11-1135p		:30			NM	1	\$80
Week:		02/20/12	02/26/12	-----1				1	\$800.00			
Totals											40	\$15,130.00

Time Period	# of Spots	Gross Amount	Net Amount
01/30/12 - 02/26/12	22	\$8,710.00	\$7,403.50
02/27/12 - 02/28/12	18	\$6,420.00	\$5,457.00
Totals	40	\$15,130.00	\$12,860.50

12598.20  
 414.80  
 13,005

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.